

**KIRTON | McCONKIE**

International  
Networking 3.0

February 10, 2012  
Paul K. Savage

## Network -- the Verb

- Every worthwhile and successful “networking” exchange occurs because two parties hope to benefit from a relationship, whether or not the benefits are economic.
- Each party is both the “networkor” and the “networkee”.

## Step 1: Pre-contact Preparation (pitfalls)

- “every contact is an opportunity” and “prioritize”
- Remember that some of the parties wanting to network *with you* are looking to “broker” something in exchange for rewards that may be disproportionate to their contributions.

## Step 1: Pre-contact Preparation (pitfalls)

- Often, your best contacts will come through the circle of friends of the people you meet, not the people you meet directly, but be very cautious of people who claim to be connected to important people as “name droppers”.
- Be cautious of “victim perpetrators”.

## **Step 4: Focus on Communication with the Individual**

- Listen carefully to what people say, and what they don't say.
  - Don't assume
  - Don't project your culture onto them (affinity game)
  - Don't just hear what you want to hear
  - If it sounds too good to be true, it is
  - The “real deal” doesn't have to say so

## **Step 5: Search for Added Value**

- Added Value is a two way street
- Don't play scared money



## **And remember....**

- Be aware of opportunities
- Beware of opportunities
- Be caring of business partners
- Be careful of business partners
- Look ahead, and watch your back

KIRTON | McCONKIE